























# CONTACTS

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for distribution to the Co-workers of the Organization.

Editor: MORAY SINCLAIR

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No. 1

## OVERTURE

As this, the first issue of "Contacts," goes to the presses, it will be necessary to make a short introduction, a few words of explanation, and possibly even an apology or so.

The title of "Contacts" expresses its purpose in the Store's scheme of things better than we could ourselves in two paragraphs here. The little magazine is intended to establish and maintain a closer *contact* between every reader and every one of his or her fellow-workers in the EATON Store Family.

It is a matter of regret that a great deal of matter we received for publication, we have been unable to present through lack of space. So generous was the response to our requests for contributions that in spite of ourselves we were compelled to leave out several sections which we had originally planned to include. Particularly we bemoan the omission of a section to have been known as "Departmental Ditties," being a series of

friendly notes of happenings to individuals in the various departments throughout the Store. To the many "correspondents" who supplied us with material for this column—to no purpose, as it may appear—we offer our profound apologies, and enter a plea for one more chance next month, assuring them in the presence of the whole Store, that then their efforts will receive more appreciative recognition. This time it was simply impossible.

This first issue is of necessity largely experimental. We can only progress insofar as we appeal to our audience—and we can only succeed in our appeal if that audience makes its feelings known. "Contacts" is your magazine—you are entitled to make any suggestions you may consider will improve the little book in any way. Such guidance will be welcomed any working day by the Editor, up in the City Advertising Office.

And with this, we present  
"Vol. 1, No. 1."





THE PRESIDENT



## To Winnipeg—

### The Eldest of the Family

**L**IKE the goddess Athene in Grecian mythology, who was never born but who sprang full-grown from the brain of her father, Jove, the Winnipeg business sprang into existence over 25 years ago with a Store building bigger than any in the West and with a big Mail Order business ready made. With this splendid start, Winnipeg Store at once seized the lead in the West and, steadily growing, it has gloriously maintained the lead ever since!

The spirit of courage and enterprise on the part of the late Sir John Eaton, which inspired the foundation of the Winnipeg Store, has distinguished every phase of your progress since. At no time in your history have these courageous qualities been so necessary as in the difficult times of the past two years, and the steadfast manner with which you have accepted and disposed of the trying situations of this period is a magnificent tribute to your morale.

Many very useful promotions have had their inception in the Winnipeg Store, and in putting these into operation, the fine unity of action behind your projects has of itself spelled success. Now you are to undertake the publication of a Monthly Store Magazine, and it seems safe to assume that this venture, too, will be attended by success.

The parent Store, and all the other members of the EATON Store Family, wish you "good luck" and the success which this latest venture will surely merit.

May I avail myself of the date to add a New Year's wish—that 1932 may be a year of gladness promoted by a consciousness of work well done.

*R. Y. Eaton*





## MR. TUCKER'S NEW YEAR'S MESSAGE

**1932—A New Year and "Contacts"  
A New Feature in Our Store Life**

*To be a really efficient organization, those composing it should be well developed in their individual lives.*

*It is an ancient proverb that all work and no play makes Jack or Jill dull. Hence, in addition to our work, we should have physical exercise; we should have amusements and some plan of improving our general knowledge.*

*"Contacts" mission in life is to stimulate a desire for a well-rounded-out plan of living, as well as making us business minded, and suggesting useful activities to that end.*

*A word of commendation is appreciated by all, and especially dear to those starting out on a business career. "Contacts" will have a watchful eye for cases of merit. "What about admonition?" you say. Well, at times it is necessary, but unless it relates to a general practice it is better done privately.*

*Now you know the ambitions of "Contacts," and while the editorial staff will be wide-awake on their own, you can always get their ear with something useful.*

*How is this for a New Year resolution?*

**"EVERYBODY BOOST FOR 'CONTACTS' "**

*J. M. Tucker*





## 'CROSS SECTIONS

### Street Theatre

The other day we made the sad mistake of walking into the Merchandise Display Office, looking for a story, and the unforeseen consequences of this sad mis-step form the burden of the present writing. We desired to find out what made the wheels go 'round in this particular section, but our ardor was considerably dampened when a member of the department informed us that the best time to see it in operation was at *seven-thirty in the morning*! Horrified, we attempted to back out, but the presence of spectators prevented and the ghastly arrangement was made.

Fortunately, we are the possessor of a particularly good watch, so that we arrived punctually, feeling our way along Hargrave Street in the inky desolation of the pre-dawn chill, and making our rendezvous neatly on the tick of 7.30.

Even at this unearthly hour, a considerable amount of activity was already apparent in the big fronts. All merchandise shown the previous day must be cleared from windows, by the department, by eight o'clock, and already a good many of the departments' window helpers were at work, dismantling the windows in the bright glare of the overhead flood lights. We couldn't help but think of being "back stage" in a theatre. Here was the "curtain"—the bright lights—the screens

and "props"—the "hands" busy striking this particular set and erecting another in time for the next "scene." Mr. Walter Nixon, who was in charge of our pilgrimage, is actually an old showman himself, and the constant presence of such a strong analogy may have much to do with his brisk efficiency as a display organizer.

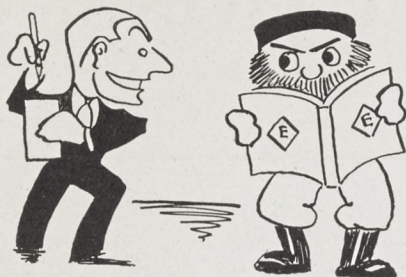
It's cold in the windows—only a degree or so higher than outside. The "back" doors leading to the store must be kept closed this weather. Let the warm air get in, and—bing!—a nicely-frosted window, to be laboriously cleared by electric fans, alcohol and elbow-grease. So the boys in the windows wear hats and mufflers, and a good many of them, gloves, at work. In Summer, it's as hot as in Winter it's cold, temperatures of far over 100 degrees being the regular order. A great life!

Eight o'clock, and the department helpers have their merchandise out—all except one, who is later gently chided by Mr. Nixon in a manner which makes it immediately clear why punctuality is so universally popular. Goods for the new windows arrive. The display men, and more helpers, take over. The dressing process begins.

Twenty-six windows, dressed *every day*—unusual among big stores—and only about six or seven display men, exclusive of helpers, to get on with it. The scene is moving, to say the least. By nine-thirty they're at top speed. Mr. Nixon has been flitting from window to window—now, he darts. One



by one these theatres of the street are ready and their curtains go up, presenting their messages to the pedestrian. Shortly after ten the windows are, through on time for another day. The doors are locked—the display men move to other duties, and we—at a slightly quicker pace—to breakfast.



## Russ Order

Mr. Ernie Nichol, of the Cash Office, recently showed us a letter which had come to the Store from the Village of Tereshowtzi, Province of Podolia, Ukraine, U.S.S.R. It was addressed to "Ityn Store," and ran, when translated from the Russian:

*"Dear Sir:—Please send me your general catalogue. I want to order from you clothes and footwear for my family and for myself. I also need a few Swedish saws with sets for cutting lumber. Please send the catalogue by registered mail. I have a couple of hundred dollars in the Bank of Montreal at Montreal, and can pay you through the bank. Everything is terribly expensive here, clothes and shoes, and no place to buy them. Excuse me for not writing in English; I don't know the spelling.*

*"Mikita O. Bakaletz."*

Some International business may or may not result from this communication. This seems to us beside the point. The most inspiring reflection we found in the whole business was that someone or something in the "Ityn Store, Winnipeg," must at one time have sold Mr. Bakaletz, and he's stayed sold. And the power of this selling must have been just what we're all looking for these days, when M. Bakaletz would send from the Ukraine to Winnipeg for Swedish saws!

## Eatonopolis

During the publication of *Batter Times*, a kindly sympathizer told us that the operation was just the same as publishing a newspaper in a town of five thousand people. This, of course, as we stated with a deprecating smirk at the time, was a slight exaggeration. Nevertheless, the comparison of the EATON Winnipeg organization to a good-sized town intrigued our interest. Here, indeed, we have the population. Certainly we have a diversity of industrial and commercial enterprise that would be the envy of any up-and-coming 5,000-soul community. And, as in any town our size, a keen-eyed observer may walk through the "streets" and see the whole comedy of life portrayed in the situations he will encounter. All sorts and manner of men are here, with their feminine counterparts—young and old—grave and gay. And all of us are the citizens—all of us, as such, have a common interest in this our community.

We could continue these comparisons almost indefinitely—but now that we've given you the idea, we'll let you play around with it yourselves for a while. It's quite entertaining!

## Voices on the Pampas

Compliment the average EATON employee on having aided in the cultural development of Saskatchewan's agricultural population, and he will in all probability edge away from you uneasily, searching meanwhile for a policeman. Or, if he is capable of reply at all, it will almost certainly be, "Oh, yeah?" or something equally devastating.

Nevertheless that is the way we worked it out when Mr. Salton, of 248, handed us a letter from a little Saskatchewan town named, quaintly enough, Longhope. The writer says, in part:

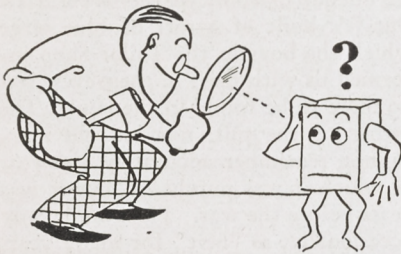
*"I have very much appreciated the convenience of obtaining a radio by this method (the D.P. Plan). This*



wonder of our modern age is a necessity, not a luxury, to us in the far reaches, bereft of communication with the outside world. It affords us pleasure—and education. Now we have *Topics of the Day, Music, Drama, Adventure and Educational Lessons from the Provincial Education Department* brought to us.

"Please accept my hearty thanks in affording us the opportunity to share in this wonderful pleasure."

And there you are! The radio raises the cultural level of the Saskatchewan farmer—and EATON'S prices and EATON'S plan of merchandising places the radio within his reach. And every member of EATON'S must share the not inconsiderable credit due.



## Watchdogs of Quality

If there is a more interesting place than the Research Bureau, for an enquiring reporter to spend a morning, it has not come to our attention. We toddled over the other day, looking, as usual, for a story, and hadn't been in the place two minutes before we realized that here was not one story, but a thousand—a veritable mine of information of absorbing interest to everyone connected with the Store. We took only a superficial cast around the place, looking for what could be seen, and it was amazing the scope and volume of material that we dragged in.

Over here were two bags full of Kapok, a feathery yellow down that is largely used in the stuffing of cushions—actually a plant fibre, shredded and fluffed to airy fineness—finer than cotton or silk fibres, since it is impossible

to spin Kapok like silk or cotton. Over in another corner was a machine which tested the strength of materials. The operator was working on a shirt when we arrived—clamping a square of the fabric in steel jaws and submitting it to steady and increasing pressure until, inevitably, the material tore. An indicator dropped opposite a number and the operator took a reading—so many pounds per square inch pressure before rending. He would do it again later, after washing the shirt, and make a comparison of his figures to see how washing effected the strength of the material. Interesting, too, how they check up for shrinking—interesting, but wonderfully simple. They take a section of material and rule on it, in indelible ink, a perfect square, 10 inches across. This material is then boiled, washed, rubbed, scrubbed and so on and finally dried and ironed. Then the lines are measured again, and shows exactly the shrinkage both ways.

Then there's the Fadeometer, that tests colors by exposing them to the pitiless glare of artificial sunlight produced by a powerful arc inside a great drum. The drum has little slotted portholes all around it, and into the slots are placed frames carrying a square of the cloth to be tested. Turn on the arc, and leave it—an hour of the Fadeometer is equivalent to 1.3 hours of intense June sunlight, and a good many more of the December variety! Leave the cloth in for its appointed time—some curtain materials have to stand up and take it for ninety hours on end!—then take it out, look at it, compare it with the standard, accept it or reject it according to its merits.

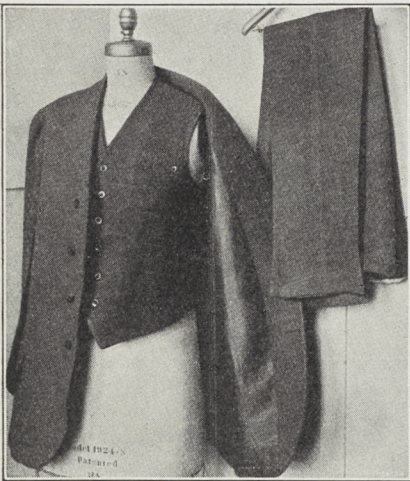
And the Launderometer. They take a small square of colored material, and a square of the same material, but pure white. Place them together in a jar containing a carefully measured quantity of soap-and-water solution, and a number of tiny rubber balls to provide the washing action. Seal the jar, clamp it on a revolving rod, whirl it in the machine for a specific time. Take the patches out and see how much the *white* cloth has *changed*



color. Compare it with standard—accept, reject—ceaselessly these watchdogs of EATON quality maintain their vigil over articles and materials gathered from practically every department in the Store.

There's a dark room, with a micro-projector, where they examine the actual fibres in a material, thrown on a white wall, magnified many times until the fibres look like elevator-cables, and a cotton fibre with its distinguishing characteristic stands out from amongst wool like a pair of tan boots with a dress suit.

And that's only a smattering of what goes on up in the big light-filled offices over in the Mail Order Building, where day after day the Research Bureau occupy their keen, highly specialized minds with the task of maintaining to their own rigid standards the quality of EATON shirts, clocks, axes, trousers, peaches, harness, shoes, silks, and all the whole gamut of merchandise that passes over the counters of the great Store.



## *"Believe It Or Not"*

The Powers That Be of Department 213 have a prize exhibit down in their office of which they are inordinately proud. And not without ample justification, as we discovered for ourselves when we dropped in to look it over.

*Eight*

It appears that early last Spring, the villagers round about Port Arthur began whispering anent one of their townsmen who had been wearing the same suit—one purchased from EATON'S at Winnipeg—for the better part of twenty-five years. These rumors reached the ears of Mr. Thomson, of the Port Arthur Store, who displayed just the interest which an old 213 man might be expected to. He commenced an investigation, finally ran the suit to earth, satisfied himself as to the facts, and communicated with the Department. 213 immediately advised him to purchase the suit and forward it here. The request was carried out and the suit found a resting place in 213 office.

The garment is an old four-buttoner, cut along lines that we seldom see outside of comic papers these days. But it's built of a sort of blue serge which the boys in the Tailor Shop informed us with tears in their eyes, was no more to be found in the land. The owner of the suit, now an old man, cannot remember accurately the year in which it was purchased, but it was years before the war. He wore it only occasionally, as "best" for many years—more regularly, as second best for many more, and for the past ten years almost continuously—a glorious record for the garment, which bears the burden of its years but lightly. It is shiny, of course, and in one or two places tailors have had to add a touch of reinforcing. But the lining shows amazingly little wear, and the whole suit, indeed, except for its outmoded cut, might be worn with perfect equanimity as a business suit right in the Store.

A splendid demonstration of what a good garment, given meticulous care, can produce in the way of long service—and a magnificent tribute to the Men's Clothing Section of a quarter-century ago!

And then there was the dear Old Lady who made History by asking a slightly bewildered elevator operator which floor the Basement was on!



# Here Comes Santa Claus!

By W.E.H., 136

Ta-ra-rum ta-ra-ra! Heralds on prancing steeds are sounding their trumpets in the distance. And as the clear, sweet notes ring out on the frosty morning air, someone shouts, "Here it comes!" Little feet dance on the pavement—necks are craned and eager eyes are strained for the first glimpse! Winnipeg childhood is out to pay its annual homage to Santa Claus.

Nightly over the radio they have followed Santa's adventures on his journey from the Land of Make-Believe. The parade is the materialization of the radio story—and we try to make the illusion as real as possible.

First come two mounted policemen. Following them ride two gaily dressed heralds, with sweeping plumes in their hats. Then comes a comic drummer—a whole band in himself—he's dressed like a combination of African and Highlander and his bass drum carries every kind of contraption for making a noise.

A float bearing a huge rocking horse follows, and beside it walks an acrobatic clown. And here come ever so many nursery characters dear to the heart of a child. They mingle with dancing bears, with rabbits and donkeys who prance along on their hind feet. Occasionally they waltz with a huge bull frog or a pompous looking professor who has a very large head. Four big Christmas "trees" walk along unconcernedly with green moccasined "feet" peeping beneath their foliage.

Then comes another clown band. Behind the band wanders a host of funny characters with huge heads and dressed in quaint costumes. In their wake are six little hobby horses who



*"As He Waves to the Crowds"*

gallop and charge to the tune of "The King's Horses" played by another clown band in grotesque uniforms and red whiskers. A huge, ungainly looking "donkey" tries to act like a King's horse, too, but nearly loses his ("their") balance.

Here comes a float bearing a gigantic see-saw! Upon it an elephant and a genial looking hippo are disporting themselves. A monkey stands in the centre of the plank as if to balance it. See the clown seated on one side of the float? He's a Boy Scout who wanted to take part in the parade even though he cannot walk without his crutches. And what a proud, happy kid he was!

More funny people and then a gorgeously costumed fife and drum band swings into line playing "Jingle Bells" for all it's worth. And no wonder, for directly behind is Santa Claus himself!

He stands on the top of a huge Eskimo "igloo," his carriage all glistening with frost and snow and drawn by four big black horses. With him are two Eskimos who have accompanied him from Santa Claus Land. The wheels of his snow carriage turn constantly as he waves to the deafening shouts of the crowds. And then the big doors of the Mail Order Building envelop him—the Parade is over. Once more Santa Claus has kept the faith!





*"Funny Characters with Huge Heads"*

## How Do We Work It?

Months ahead the story is written. The parade is then planned around the story and sketches are drawn. Photo-stats of the sketches follow, and these are handed to a small army of carpenters, painters and others who work out the details.

Costumes, too, are specially designed, many of them coming from Europe for the occasion. And finally, as the big day approaches, a staff is selected to man the parade.

Every detail is run with true EATON efficiency. A dress rehearsal is held on the night before the "big day," when costumes are allotted and tried on. All the "big heads" and "animals" also, have their straps measured and adjusted so they'll rest comfortably on the march. Each man is then given a ticket of identification as to costume and final instructions. He knows exactly where his costume is and how to put it on.

Then comes the morning of the parade, and what an anxious time it is! Those in charge are up at the first peep of dawn scanning the weather—for every preparation must be made against sudden cold or wet and slippery streets. Rubbers, mitts and socks are held in emergency. Horses are groomed—shoes sharpened.

The parade is "dressed" at two points. The feature requiring "make up" assemble at the Mail Order Building and when ready are rushed to the starting point at Redwood Ave.

and Main St. in furniture vans. Here the rest of the parade is dressed and assembled. The Marshal then arranges the line-up, the band strikes up—the parade is away!

All along the route of march a time-keeper adjusts the speed so that the parade arrives promptly on time at the points advertised.

At the conclusion of the parade, floats are dismantled—costumes and all the funny characters go back to Santa Claus Land, and dinner is served.

But perhaps those who get the biggest "kick" out of the parade are the orphan children from the various institutions who are given an annual treat each year as guests of the Store. They are called for in Winnipeg Electric Company buses and taken to the parade. After it is over we bring them back to the Store and give them lunch topped off with ice cream and a big apple apiece—and do they enjoy it? Watch them next year!

## Who Is Santa Claus?

Well, of course "that would be telling." But we'll say this: Nature made him for the part! "Off stage," as it were, he's a jovial rotund little man with rosy cheeks and a merry twinkle in his eye. In fact, you'd think he was old St. Nicholas himself just come from the barbers!

And what a way he has with the children! They pass before him—five, ten, fifteen thousand little ones in a single day! There's a job for you! Yet never a blunder! Never a rash promise! Up they come to his throne in Toyland, shyly, breathlessly, yet trustingly, and as he listens he tactfully watches each mother's face. He's waiting for her nod of assent before promising to bring "a doll" or a "train," or what not. He never misses a handshake or a cheery word. And, too, if he has a moment to spare, he picks up the babies—or dances merrily with the older ones.

Truly he never seems to tire—his interest never flags. Perhaps it's because he loves the job—or, as he puts it himself: "I love children."



# SOME NOTES ON RAYON

Being extracts from a paper on the subject, read before the Chemical Society of the University of Manitoba, by Mr. W. Douglas, of the Research Bureau.

## DEFINITION:

The Bureau of Standards has published the following definition:

RAYON:—"The generic name of filaments made from various solutions of modified cellulose by pressing or drawing the cellulose through an orifice and solidifying it in the form of a filament, or of filaments by means of some precipitating medium."

It will be seen from the above that the term "Rayon" is broad in its application irrespective of difference in manufacture and includes all processes.

The British Celanese Corporations both in America and Great Britain objected to its use as a term for *all* artificial silk fibres. But in spite of the opposition, the use of "Rayon" as a description is making steady progress in the English-speaking countries of the world. The material is well able to stand on its own merits in a straightforward way. It is, in fact, its approach in beauty and utility to the most perfect of the natural fibres, silk, that is the best reason for a convenient and generic term of its own.

## HISTORY

As far as our present historical knowledge goes, the idea of producing artificial silk was put forward as early as 1664 by the eminent British scientist, Dr. Robert Hooke, whose views were published in that year in a volume entitled "Micrographie." The original edition is in the Rylands Library, Manchester.

In 1724, sixty years later, the French naturalist, De Reaumer, referred to the drawing out of glass fila-

ments and made similar proposals to those of Dr. Hooke. Another French naturalist, named Bon, gave an account to the Royal Society in 1740, of a yarn produced by him from the filaments of spiders' webs, from which he made stockings and gloves! In 1770 a Frenchman, Dubet, described in a book some experiments on producing filaments from the silk yarn extracted from dead silk worms. The idea of extending certain solutions through fine holes was suggested by Louis Schwabe, a silk manufacturer, in 1842.

The first English patent (No. 283) for the production of Artificial Silk was taken out in 1855 by Georges Audemar, of Lusanne. Sir Joseph Wilson Swan was the first to use spinning nozzles on a commercial scale and the first to denitrate his filaments by using ammonium sulphide.

He was the first inventor of Artificial Silk, as we know it today. He named his filaments "Artificial Silk," and under that name he exhibited in London in 1884-1885. About this time other inventors were experimenting—the names of Swinburne, Crookes, Nester, Stern, Topham, Wynne and Powell figure among those who have made history in the scientific world in producing artificial silk. Count de Chardonnet patented his method in 1884. Chardonnet silk came into prominence for the first time at the Paris Exhibition in 1889, where specimens of woven cloth were shown. Chardonnet had been working on the production of artificial silk filaments from nitro-cellulose solutions. In 1890, Despeisses patented the Cuprammonium process; it was not, however, until 1897 that it was started on a commercial basis. The most successful process which has yet been completed is that of Viscose. Two Englishmen, Cross and Bevan, were responsible for this discovery. It was developed by a French company. It was not until 1904 that Courtauld's became interested in the process, and in 1912, with its lower working costs, viscose began to supplant all other processes.

It is interesting to note that it was not artificial silk the inventors aimed



at. A filament for an electric globe was the objective, and Stearn patented methods for producing filaments from viscose, chiefly for electric lamps, in 1898, and Topham developed the centrifugal method of spinning twisted filaments from cellulose solutions in 1900.

The Cellulose Acetate process has aroused great interest in the last few years. It was first prepared in 1869 in Germany, but although a considerable amount of research was devoted to its applications for artificial silk production, its commercial development has only recently achieved success. Two Swiss chemists, the Drefus brothers, were endeavoring to manufacture better films and "dopes." They were clever and inventive; they discovered and perfected the manufacture of a Cellulose Ester, which came to be known as "Cellulose Acetate," and which when made into a film was found to be strong, elastic and repellant. This was around 1900. The war came and chemists and military technicians sought everywhere for a compound having the properties suitable for strengthening and rendering water-repellant the wings of aeroplanes. Of all the materials available, this compound cellulose acetate was chosen because of its strength, its elasticity and its water resistance. An immense factory was erected at Spondon, near Derby, for the production of this compound, and the supremacy of the air in France, which had been lost to the enemy in 1915, was regained largely through the improved performance of the planes through the treatment of wings with cellulose acetate product. Such is the romance at the back of Cellulose Acetate.

## PRODUCTION

It is frequently stated that Rayon has superseded wool and cotton in a very marked degree. It is true that Rayon has displaced wool in certain industries to a small degree, yet there is absolutely no evidence that this displacement has been at all marked.

The fallacy has become so widespread simply because it has not been borne in mind that, despite the enorm-

ous out-put of Rayon, the total product is relatively unimportant when compared with wool.

How little the relative status of wool and Rayon has changed in fifteen years may be easily understood by comparing the 1913 table with 1928 figures:

	1913	1928
Raw Wool	(of all textile fibres)	
constituted .....	17.9%	20.48%
Rayon .....	.15	2.19
Silk .....	.35	.62
Cotton .....	81.6	76.35

The figures clearly show that not only has Rayon remained unimportant as compared with wool, but that wool, like Rayon, has gained in relation to other fibres.

## "PITCHERS"

Some may loudly talk of Lindberg,  
Others sing Jack Dempsey's praise,  
Many rave of Mary Pickford  
And her charming, winning ways.  
Some may boost for Mr. Bennett,  
Others think he is a flop,  
But the man who takes my fancy  
Works inside the Photo Shop.

All day long he poses faces,  
Faces fat and faces thin.  
Men who want the bald spot hidden,  
Girls who want their dimples in.  
Maids who want to look like matrons,  
Matrons wish the years to stop,  
And a dozen squalling babies  
Daily in the Photo Shop.

Here's a man for some rush passport,  
And a preacher, wise and sage,  
Wants a brainy looking picture  
For the Tribune's Sunday page.  
Now and then a bridal couple,  
Dress and veil in ancient grip,  
They don't think the other patrons  
Know this is their wedding trip.

People after proofs of photos,  
Mother brings her daughters, three,  
To pick holes in all the poses,  
"Why! They're not a bit like me!"  
So it goes through all the season,  
Pictures, pictures, never stop,  
That is why I have to praise the  
Man inside the Photo Shop! —W.G.



# WHAT OF RADIO?

BY "NOTLAS," 248

Under this heading, I propose offering a few brief notes in an attempt to answer some of the current radio questions. Today radio is no longer considered as the miracle of the age, but rather as a necessity of modern home life, and, as such, it has received almost universal acceptance.

WHAT OF RADIO HISTORY? Just thirty years ago Signor Marconi, after many attempts, succeeded in transmitting the first wireless signal across the Atlantic. This opened up an era of amazing development in this new science, which has not reached its ultimate objective even in the present art of broadcasting, the modern radio receiver or its contemporary, the talking moving picture. Contrary to popular belief, "wireless" dates back to Heinrich Hertz, whose experiments and demonstrations preceded Marconi by many years. No more interesting scientific story can be found than the evolution of radio through its many stages. Hertz demonstrated Hertzian or wireless waves; Marconi utilized these waves to develop a system of communication without wires; DeForest designed the vacuum tube without which broadcasting would be impossible; then innumerable names follow, each of which made rapid strides towards the perfection of the art of radio communication. As far back as the last year of the War, wireless had been developed to the point where we were able to operate and completely manoeuvre a warship of the Royal Navy without a single person being on board the vessel. Every movement of the ship was under our full control by wireless signals only.

WHAT OF RADIO TODAY? Little need be said concerning present day development. Nearly everyone has heard the instantaneous reproduction of human voices from many distant



"Notlas"

"Notlas" has been interested in Radio almost since its discovery. A graduate of Manitoba University, he was one of the first amateur wireless operators in the city. He served as a Marconi operator in the Royal Navy during the war. He was at one time Radio License Inspector in and for the Province of Manitoba, and he erected the towers and installed the equipment of the original C.K.Y. at the Free Press. All of which inclines us to the belief that in this article "Notlas" may know what he's talking about!

—parts of the globe, while programmes from England are almost commonplace to the radio set owner today. Recently the National Broadcasting chain of stations gave its listeners greetings direct from many foreign lands, completely encircling the globe and all within a few minutes of time.

WHAT OF RADIO FUTURE? Only a prophet with the foresight of a Jules Verne could hope to answer this query. Undoubtedly radio is to play an even greater part in the future education and entertainment of humanity throughout the world.

WHAT OF RADIO RECEPTION? Can we expect 100 per cent reception at all times, even with the best sets procurable? To such a question the radio engineer must answer, emphatically, No! There are many conditions quite



beyond control which often make reception impossible or very unsatisfactory from any but local stations. When you purchase a motor car, rural road conditions often force you to limit your tours to your own city streets, and for very much the same reason when atmospheric conditions are unfavorable you are limited to local station reception.

**WHAT OF RADIO INTERFERENCE?** Interference is the "bugbear" of the radio industry, whether it is true "static," or power-line interference. Static, or more correctly, static electricity, is a form of electricity generated by friction, such as lightning. Radio static is, therefore, miniature lightning and accordingly just as uncontrollable. Power-line interference is man-made and is created by the many electrical devices used by this modern electrical age, such as power transformers, X-ray machines, vacuum cleaners, telephone dials, oil burners, etc. Many ask, what is being developed to overcome interference? Nothing has yet been devised to eliminate static, so broadcasting companies find it necessary to continually build larger and more powerful stations, in an attempt to more nearly approximate the power of the local stations. The Federal Government provides radio interference cars in the larger cities to trace the cause of power-line noises.

**WHAT OF RADIO CIRCUITS?** Two types of circuits now hold the public interest, namely, the neutrodyne (tuned radio frequency) and the superheterodyne. Many wish to learn the outstanding features of each type. The neutrodyne usually offers finer tone quality and less noise. The new superheterodyne types are found to be much more selective (i.e., tune more sharply) and more sensitive, both to the incoming broadcast and also to interfering noises.

**WHAT OF SHORT WAVE RADIO?** Short wave reception offers a new and interesting phase of radio to those with an experimental turn of mind. It is not to be recommended to those seeking the finest in musical reproduction or wishing truly dependable recep-

tion. The short-wave fan will, however, receive a distinct thrill on the rare occasions when very long distance broadcasts are received.

**WHAT OF RADIO TELEVISION?** To this question there is but one answer: Television has been demonstrated experimentally, but has not been developed to the point where it is practical commercially. It is the consensus of opinion among radio engineers that television is at least three years in the future.

**WHAT OF RADIO?** To sum up, radio is universally accepted as the greatest medium for education and entertainment in the modern home.

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## THE "BIG LEAGUE"

By "RANTLAND GRIPES"



The idea was not, strictly speaking, original. Sales competitions organized as baseball leagues are not, so we are informed, unusual. But certainly no commercial competition ever more closely paralleled the actuality of Big League ball in the thrills it provided. No competition ever was more beautifully organized to supply the maximum degree of interest of every individual connected with it—which meant every individual in the Store.



# CONTACTS

## THE BIG LEAGUE (Continued)

Four teams in the League—Gloom-Chasers, Go-Getters, Persuaders and Optimists—four teams so carefully chosen as to balance that when the final scores at the end of the season were turned in, only 145 points or 5.2 per cent of the possible total separated the accomplishments of the leading and tail-ending teams.

Every department supervisor a player—given a euphonious and friendly nickname for the occasion—"Rabbit" Shaw, "Spud" Forbes, "Kid" Bucham. But they're players whose plays are made for them—by the departments they lead. Actually, it's the department who's the player, designated for the purpose, by the name of their leader.

A Home Run for a Sales Increase—a three-bagger for Customer Count Increase—two bases for Exchange Decrease—a single sack for Complaint Decrease—

A regular schedule of games, each team meeting every other team the same definite number of times during the "season"—

A sports sheet to carry the latest "dope" to a waiting world.

### PLAY BALL!

Go-Getters, hard-battling organization led by owner "Uncle Wilbur" Wilson and Manager "Bucky" St. John, spurt hard from the start, winning four straight games before they drop one to "Chief" Tucker's Gloom-Chasers, who, having got off on the wrong foot, spend some time in the basement and then commence a fighting rally that soon has them within easy pitching distance of the leaders—

See-saw, see-saw — Gloom-Chasers take first place, and lose it to Persuaders. Go-Getters come back and steal it from them—

Major interest gradually turns from the League Standing to the "Batting Averages" of individual players, for there's Heavy Sugar in *this* fight—the nine heaviest hitters are to play off a world series for five hundred dollars. Play tightens up as they swing along—

"Big Jim" Hargreaves of the Electricals leads them for three weeks—"Fuzz" Cuthbert and his Chinabusters eases him out of position—"Big Jim" comes back to plow over the line first as the Main Series ends. Now for the World Series!

Just nine of them in the battle now, and the excitement is something to be remembered for years to come! Every nerve of every follower of every player is strained to the breaking point, fighting for the extra point. Every loophole where a single tally might leak out is tightened up—

Six days there're In There fighting and of the nine, five of them plunge over the line with perfect scores in a neck-and-neck finish on the day-to-day summary. The allotment of points for "General Improvement" must decide the issue—

There's a tense meeting of all the players concerned in "Jug" Lawrie's office. "Judge Landis" Eaton presides. There is a short, quiet discussion. It is left to "Trigger" Fretwell to decide.

Then—

"WALLY WILLIAMS WINS!" blares Batter Times in its final edition, and the congratulations of thousands are pelted on the Notions Section, which, led by the hustling pinch-hitter for Persuaders, have walloped their way during five weeks from a position of comparative obscurity to the highest position in Baseball—and Five Hundred Dollars.

Whee-ee-e-w! And that's that, for 1931! But surely, surely, they'll let us have another next year!



## DEPARTMENT STORE

## The Economic Viewpoint

BY L.A.M., 136

What are we? Whence came we—and whither do we go? As individuals we have all asked ourselves these questions. Have we stopped to ask them of ourselves as a group, an organization, a veritable city within a city?

Contrary to a quite common misbelief, the departmental store originated in France. Perhaps it is because it has reached its greatest development in North America, that so many consider it an American institution. It is not.

In its infancy the departmental store was the product of the then developing co-operative theory of retailing. In their essentials it has retained the outstanding characteristics of that movement, and, apart from the ability of a large organization to command genius of management, it owes much of its modern success to the principles it has retained from its origin.

The co-operative ideal includes these features: Mass purchases at consequent lower cost; mass distribution with lowered costs of management; one price for all, and that price the lowest consistent with efficient management.

The department store ideally retains the first three. But, with the introduction of private capital it has been forced to add a second charge, namely, that of interest on capital.

Before commenting on the features of co-operative retailing which the modern department store retains, it might be well to look for a moment at the effect of the introduction of interest, or the wages of capital. To-day competition tends to depress the earnings of capital in order to keep commodity prices on a competitive basis. Management of capital has met or attempts to meet this situation by increasing the volume of sales transactions to a point where many small profits make up the desired return on capital invested.

In reality, then, this problem is met in precisely the same manner as the early co-operationists planned to reduce consumer costs—by mass purchasing and mass distribution.

We are familiar with the statement that prices are low because we made a large purchase. We state it glibly as though possession of large purchasing power was all that was needed to buy cheaply. What we often fail to realize is that although capital be unlimited, purchasing power is limited by sales opportunity, that is, by Consumer Demand. We can only buy in quantity that which we can sell in quantity, and, so narrow is the margin in these mass operations, sell quickly.

So far so simple, but the process of modern retailing is infinitely complicated, and this is particularly true of a departmental store. Volume purchases are hardly a recommendation for merchandise where Style is the motive power behind sales efforts. There are many such departments, and when we add those which retail perishable merchandise we must seek further for an explanation of the admittedly lower prices of an institution such as ours. One method of the modern store has been to gain *a measure of control over the production and distribution of merchandise from its raw state to its delivery at your door.*



The advantages of such a system are many and readily apparent. Planned production for a market that is relatively constant eliminates wasteful surpluses and permits of closer marking. First distribution and jobber costs are eliminated in this "maker-to-consumer" system. When to these savings we add the low profit marking of quick turnover retailing, it is easy to understand why department store prices are low.

The final story of low prices is by no means so simple. Offsetting the savings effected in controlled manufacture are the costs of services such as deliveries and exchanges, which are expensive and must be figured into selling price. These in particular are largely avoided by the small competitor.

But the modern department store owes its present happy position in the economic world to more than its tendency to reduce costs to the consumer. The story of its success has been a story of the triumph of service in salesmanship, honesty in advertising, and, during its more recent history, since the abolition of sweat-shop conditions, enlightened improvement of working conditions within its own corporate body.

Its modern success is measured by two standards. The first, naturally, is the measure of the financial return upon capital invested. The second is the measure of the store's acceptability to the buying public, and upon this second the first depends.

Dealing with the second, it is not unusual to find promotional efforts by civic associations exerted to induce capital to found stores within their city's limits. This of itself is eloquent proof of how well the department store has served its public.

We have noted the tendency for the store to control the process of manufacture, but, the very nature of the business carried on makes it forever impossible that it can completely control production of its merchandise.

For this reason the departmental store's influence on industry in general is tremendously important.

As store efficiency lowers prices it encourages consumption and necessitates increased production—providing factories with large orders. Because store orders are large, and store demand is relatively constant, stability is given to the manufacturer and his employment of labor is more constant. With constant employment, labor is confident, spends more freely and so maintains the general advantage to all.

The influence of a store like EATON'S is infinitely wider than can be measured in terms of direct influence on retailing or manufacturing conditions. The huge army of employees constitutes a veritable city within a city. The relative stability of their employment makes them a type of citizen that is a tower of strength to any city. In Winnipeg the actual sum contributed by EATON employees in property taxes would be no mean percentage of the residential levy.

Because the test of a store's success is ultimately its acceptability to its public—its life and scope and usefulness rest to a large degree with the man and woman behind the counter. It is not enough that merchandise shall be low priced, that deliveries are prompt and exchanges made remarkably easy—even these must give first place to that direct personal relationship which has as its watchwords, Courtesy and Patience.

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## Bouquet Department 206 Entry

A masculine customer came into 206 Department some time ago, seeking a tube of tooth paste and nothing more. Miss Willescroft, No. 56 of that Department, waited on him and sold him \$3.00 worth of accessories over and above the tooth paste—and, so the story goes, did it so well that the customer enjoyed the experience!



# Among the SPORTSMEN

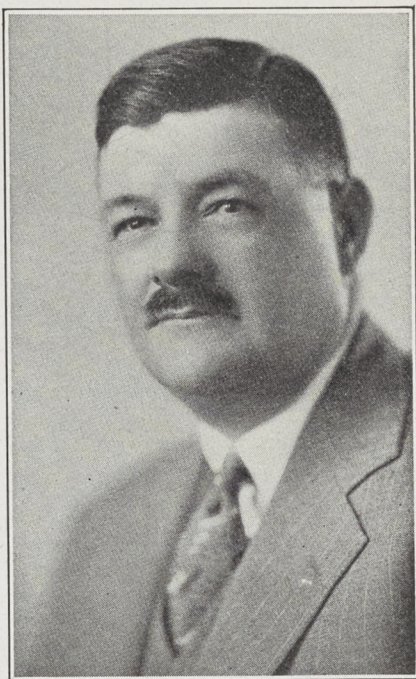
## *Looking Backward*

By Foster Johnson

In looking back over the years, reminiscences bring to mind the days of our first Departmental Football League in 1908, composed of Receiving Room, Transfer, Packers, Drivers and General Office. In those days partisan spirit ran high in Store circles. We were a smaller aggregation and knew more of one another than is possible today.

Tommy French was a great footballer in those days, playing for the Winnipeg Irish, also captain of General Office team. We, if our memory serves us correctly, after losing a game on the Happyland Grounds, heard him telling Pat Smith in no uncertain tone that he knew nothing about football. Other footballers of that day were Sam Metcalfe, General Office; Percy Nicholson, 122; Gordon Dailley, 228; D. Ross, 13 Dept. The same year the Store chartered a special train to Carman to play hockey, EATON'S versus Carman. We recall with great pleasure the trip to and from Carman, also the mouth-organ band of the basement boys, then the Mail Order. The whole store was represented, including the late Mr. Gilroy. Mr. James Bloomer, our electrician, remembers the event very well. There were other romances started on the same occasion—some of the principals might volunteer a story. In hockey circles of those days, Jim Best, of 6 Dept., was so good that the referee used to put him on the fence. Jim Johnston, 122, for the Mail Order, and Syd Warren, Transportation, for the General Office, were the stars for their teams. W. B. Pickard was another noted hockey player of that time. During the War period, Mr. B. C. Scrivener's 147 Dept. Concert Party was the vogue.

*Eighteen*



Mr. B. C. Scrivener

In 1920, the E.A.R.A. was organized. Mr. Jim Johnston, 122 Dept., was first president. Mr. B. C. Scrivener in 1921-22, Mr. Gordon Dailley, 1923. Sports, with the exception of curling and bowling, were practically dormant until 1927, when a fund was instituted. Mr. Tucker appointed a committee with Mr. B. C. Scrivener, chairman, and Mr. Foster Johnson as secretary.

The object of the fund is for encouragement of sports within our own departments and with our own employees. Before giving you an account of current activities, we have to pay tribute to Mr. B. C. Scrivener for his untiring and continued interest in all our activities, and, that our staff organizations are in such good shape is mainly due to his personal touch with their affairs. He piloted our hockey team to victory in 1927-28 season in the Big Four Hockey League. We all remember that strenuous season.



# CONTACTS

Our Softball League is our biggest and best sport. It comprised last Summer nine girls' and twelve boys' teams, with a total membership of over 300. We play at Sargent Park Grounds. Games are well contested and patronized. Great credit is due to the committee composed of Messrs. L. Ringrose, 122 Dept.; A. Cameron, 1224 Dept.; W. N. Clay, 143 Dept.; A. Watson, 228 Dept.; B. McGregor, 220 Dept., with Miss Florence Musgrove, secretary, for the smooth and businesslike manner under which this league operates. The following teams won their respective divisions:



## ROGUES

	Dept.
M. Begg.....	19
M. Breckman.....	236
S. Breckman.....	10
P. Cole.....	147
E. Cropp.....	236WR
M. Easton.....	101
S. Hannesson.....	101
R. Hollins.....	100
N. Martin.....	147
J. McCormick.....	101
F. Musgrove.....	100
E. Porter.....	122A
M. Sanders.....	212
R. Treller.....	1203

## ORIOLES

	Dept.
J. Arthur.....	268
A. Bell.....	268
A. Butlin.....	7
M. Caldwell.....	7
A. Campbell.....	253
B. Campbell.....	268
E. Campbell.....	52
M. Crawley.....	41
O. Headon.....	253
G. Lewis.....	300
E. Ramsay.....	268
N. Smallwood.....	206
G. Taylor.....	7
D. Warren.....	7
H. Wennberg.....	5

## CUBS

	Dept.
A. Benner.....	151
G. Benner.....	151
G. Blockley.....	130
C. Butterill.....	130
B. Evans.....	129
L. Lockhart.....	129
S. Mathias.....	216
R. Nixon.....	129
W. Nixon.....	41
E. Noa.....	144
J. Smith.....	129
R. Steele.....	129
E. Wild.....	129
W. Wilkinson.....	229
M. Young.....	130

## ROYALS

	Dept.
G. Allan.....	112
T. Anderson.....	221
W. Bell.....	213
A. Cann.....	122
W. Clark.....	122
J. Day.....	122
A. Irwin.....	41
R. Laidlaw.....	102
W. Marples.....	122
R. McCormick.....	221
W. Munro.....	105
S. Lentle.....	122
G. Richardson.....	132
R. Webster.....	3024
N. Smith.....	112

On October 28th we held the season's wind-up at the Crystal Dance Gardens. We had a very enjoyable evening. Mr. and Mrs. B. C. Scrivener were with us, and Mrs. Scrivener presented the prizes, after which Miss

## The "Rogues"

Florence Musgrove, on behalf of the league, presented Mrs. Scrivener with a beautiful bouquet of roses.

Our team in the Mercantile League, the Ironmen, won the championship, having 17 straight wins, 1 tie and 1 defeat during the season. Personnel as follows:

	Dept.		Dept.
F. Anderton.....	227	S. Smithers.....	229
G. Edginton.....	41	D. Tomes.....	179
G. Chambers.....	222	R. Palmer.....	223
O. Westman.....	2	A. Harding.....	23
W. Cousins.....	52	P. Heiland.....	1203
J. Johnston.....	13	C. Saunders.....	122A

## Football

The Wanderers Football Club, one of the many activities connected with sport in the Store, called a halt for the season with a very enjoyable social evening on Friday, December 11th, in the Norman Hall.

Looking back over the season just finished, we think we have had a most successful one. While we did not bring home any silverware, we had what is more important—a fine bunch of boys all out to play the game for the fun and love of it, and not for any prize—a spirit so lacking in many sports today. It was very pleasant, indeed, to have such enthusiasm from



# CONTACTS

everyone connected with the club. We were at all times eager for the game, and whatever the result, the next game found us out full strength ready to win or lose in sporting-like manner. Whatever success the future holds for us, we hope to have the same spirit and good fellowship we had throughout this past season.

The dance was a very pleasant affair, a happy party forgetting their troubles and dancing to snappy music supplied by Percy Stewart and his merry men, with the usual interval when we had lots of good eats, Java and Mocha coffee and ice cream. Wop Laing did the catering and made a real good job of it. Here we would like to call Wop's attention to two good, useful men in any kitchen—Bobby Robertson and Jimmy Raey can't be beaten at pouring coffee and doing all jobs necessary to feed a hungry football team and their friends.

We were very glad to have Mr. B. C. Scrivener with us, who never seems to find it too much trouble to look in when the boys and girls are having these little functions. In a nice speech, he told the boys that the amount of silverware they brought home did not count with him. He would impress on all to go out and play the game for the benefit and enjoyment derived from playing rather than for any prize that may be at stake. As long as they played and conducted themselves as gentlemen, win or lose, he would always be glad to join and encourage them all he knew how. He liked a good loser, and to see the boys and girls taking part in sports, invariably they were always good workers. Those who could play hard, as a rule could work hard. He wished the team every success next season.

Alex. Cameron thanked Mr. Scrivener for his presence and for his kindness to the team in the past.

We had another good friend with us, without whose presence those little get-togethers would not be complete, namely Foster Johnson, who, on behalf of the boys, presented to Mr. and Mrs. Russell Chatfield a late wedding present. Unknown to most of the boys, some time last July, Russ left the An-

cient Order of Bachelors and took unto himself a wife. The present was a beautiful bridge lamp selected by Dave Leckie. Dave has fine taste, not only in lamps; we admired his taste in a partner for the dance.

Dancing was the order from here on, with midnight coming all too soon. Everyone left quite happy, voting the party a huge success.

The executive members of the team:

Mr. B. C. Scrivener, President  
Jock McKee, Manager, Dept. 148  
Dave Leckie, Dept. 1201  
Alex. Cameron, Dept. 1224  
Bobby Robertson, Sec.-Treas., Dept. 4

## TEAM MEMBERS

Dept.	Dept.
H. Shimmens,	J. Ward .....221
Capt. ....259	B. Littler.....179
G. Graham.....228	A. Watson..... 228
J. Raey..... 4	E. Greer.....1203
J. Kulak.....221	S. Taylor.....1212
R. Brown.....27	T. Glendinning .... 5
C. Saunders.....122A	R. Chatfield .....122D
W. Cherriett .....2024	A. Harbour.....148
J. Kellas.....122B	C. Morris.....148
S. Lentle .....122A	R. Forrest .....204
A. More..... 48	

## Curlers Start Season

This year's executive of the Curling Club is as follows: Alex. (Sandy) Stewart, honorary president; Ralph Croft, president; Wish Houston, vice-president, Ray Smith, sec.-treas., with group leaders as follows: George Allan, Receiving Room; J. Bloomer, City Group; Ralph Croft and L. Wimble supervising the Rangers.

Tuesday, December 8th, saw the start of the curling season with EATON curlers out again. One of the largest active curling groups in the city, composed of 26 rinks of men and 6 rinks of ladies, all curling at the Granite Club, with a further 6 rinks from the Warehouse curling at the Telephone Rink. The start of the season saw many a picked rink go down to defeat. Jack Smith's Paint Splashers took the McCalmont rink for a long ride. Wish Houston combined his good curling with good fortune and counted three on the last end to trim the veteran, George Allan, and revenge will be sweet when they meet again. Dunc. Matheson beat his old rival,



# CONTACTS

Charlie Douglas, and looked almost as pleased with his victory as the night he got the seven end on that renowned Moose Jaw skip. Cassie has a young aggregation that looks promising. McIntosh, with three skips and himself, suffered defeat at their hands mercifully. Dick Wallace must have taken his curling seriously while in Edmonton; he hasn't missed a meeting or a shot rock yet and now has two scalps hung on his scoreboard, one marked "Julius" and the other "George Allan." Jim Bloomer started his aggregation of eagle-eyed sweepers off Wednesday—eight rinks—all seeking sweet revenge. The McGee Cup winners were taken to the tune of —? Ask Johnnie Laing, he skipped the opposing rink. Bloomer's only alibi is that he missed two curling meetings and didn't know what it was all about, but contends that one defeat doesn't mean a thing. Collingshaw's Music Benders had Bobby Laidlaw flabbergasted all the way. Olafson defeated Scott's rink, and the alibi here is that Art Cassie skipped for Scott. Brown vs. Parks had the Watch Tuners right on their toes with Brown's rink taking the bacon home. Of the eight rinks playing in the Ranger group, four of them come from the Printing, and did those boys take home sweet victory! The first night saw defeated Jack Scott, Croft, Tait and Swan. Smiles of contentment showing on the Ink Smearers' faces, namely, Ferguson, Buchanan, Hook and Julius.

The Warehouse group has been pepped up by Walter Scott, who has now edited the Curling News down by the Riverside, and does that boy know how to keep that gang pepped up with keen rivalry. The McGee Cup may rest on Alexander Avenue. Maybe.

## Ladies' Curling

On the 15th of November the EATON Ladies' Curling Club was organized for the fifth season. This year we have six full rinks lined up and two substitute curlers, so no reason why the game will not be played as it should be, and competition keener than ever for our beautiful trophy, the

"Florence Wilson" Cup. For the last two years this trophy has been won by the rink skipped by Miss G. Ross, and it will take some curling to beat this rink this year, so we will watch the fun for many weeks to come.

Skills for this season are:

Miss G. Ross.....	Dept. 218
Miss V. Walsh.....	" 238
Miss A. Atkins.....	" 101
Miss McKenzie.....	" 223
Miss L. Price.....	" 168
Miss Waddington.....	" 160

We have tried other years to get a few pointers from the men curlers, but so far they seem to fight clear of women curlers, and from impressions seen earlier in the season we really cannot blame them. Some day soon—and I don't mean perhaps—we will be able to give a few of them a game. Wonder if they are nervous of the girls or just naturally shy; anyway, a couple have come through the last two curling nights, and thanks to them for a few pointers. Monday is the ladies' night, and we will be glad to have any supporters any time from 6 to 8.

President—K. Meharry .....	Dept. 100
Sec.-Treas.—E. Thompson.....	" 136
Ice—T. Halliday.....	" 216
Entertainment—A. McKeen.....	" 223

## The Eaton Bowling League

### Men's

This is the oldest athletic organization in the Store, and has run continuously since 1911.

It used to consist of eight teams, then twelve, but has, owing to the five-pin game catching on to such an extent, been compelled to run this year as a six-team league.

There are none of the original members now playing, but the present president, Mr. H. Artiss, who has occupied that position for the past ten years and who was secretary for three years before that, has been connected with the league for fourteen years and is its oldest member. J. R. Bateman, the secretary, has occupied that onerous position for the past four years.



# CONTACTS

The league is affiliated with the Winnipeg Bowling Association and is represented by two teams in the Commercial League. It has won the championship of this league and the city of Winnipeg on several occasions, the last twice being 1928 and 1930.

This season's bowling is of a very high order, the Drug team, with 27 wins and 15 losses, is leading the Eighth Floor by one game, with the Pillpounders one game behind them and the Groceries one game behind them, with one night to go to end the first half of the schedule.

The Christmas Turkey Shoot took place December 14th, the Eighth Floor team and the Drug team winning the team turkeys, while Hole of the Pillpounders, Cam, Bottling and McNaught of the Groceries won the individual events.

## 8th FLOOR TEAM

H. Artiss, Capt. ....	Dept. 109
E. Livingstone .....	" 160
J. Patterson .....	" 221
F. Heath .....	" 140
C. Kennedy .....	" 212
F. Butland .....	" 101

## DRUG TEAM

J. R. Bateman, Capt. ....	Dept. 206
R. Keough .....	" 156
W. Bieber .....	" 1209
A. Payne .....	" 206
F. Woodward .....	" 206

## The Eaton Girls' Basketball League

This activity was formed last year and a good season's play of this indoor sport was in evidence. All the games except one were played at Holy Trinity Hall.

In the second year of its career the league moved over to the Y.W.C.A., where all games are played every Monday night, starting at 8.15 p.m. Here the floor is much larger, with a better atmosphere and lighting effect much brighter, which all adds to better playing conditions and competition is much keener.

At present the teams are fairly well bunched with the Rogues still in the

lead, which they hold only after a couple of narrow decisions. Summerettes and Spades are right on their heels and can still make it hot for the leaders. Aces, Maroons and Imps follow in the above order, and they have lost some hard and well-played games, and before long they will be making it more interesting for the remainder of the league. Taking it all in all, we are again enjoying a good season.

## Executive for 1931-32:

Mr. Wm. N. Clay, President.....	Dept. 143
Miss R. A. Hollins, Sec.-Treas.....	" 100
Mr. A. P. Cameron, I/C First Aid.....	" 1224
Mr. W. H. Evans, I/C Equipment.....	" 122
Mr. L. Ringrose, Publicity.....	" 122

## Other officials:

Mr. J. Carnegie, Referee.....	Dept. 245
Mr. J. Anderson, Referee.....	" 1206
Mr. W. Gilbey, Scorer.....	"
Mr. J. Kellas, Door Man.....	" 122
Mr. I. Wood, Checker.....	" 221

League standing, including games played December 14th, 1931:

	P.	W.	L.	For	Agst.	Pts.
Rogues .....	6	6	0	115	48	12
Summerettes..	6	5	1	112	40	10
Spades .....	6	3	3	72	60	6
Aces .....	6	2	4	39	68	4
Imps .....	6	1	5	32	86	2
Maroons ....	6	1	5	39	106	2

First series ends December 21, 1931.

Second series starts January 4, 1932.

## Ladies' Riding Club

This, our third year of riding under the EATON Ladies' Riding Club, has been a successful one, both from the number of riders and the few accidents.

Three years ago, when the club was started, there were no less than 125 members who wished to learn the art of riding. Just here let me stress the point that learning to ride is an ART, and in all capitals it should be spelt. Really, the first year was funny, the second was better, and this year we have got so far that some of the members are wanting to try jumping. Might say that this last art has been refused members of our club.

We have now 22 members, and are hoping that with weather as it is we will be able to have the occasional ride all Winter. Members ride from both Tuxedo and Cambridge St. Academy.



# CONTACTS

President, K. Meharry, Dept. 100. Secretary-treasurer, D. Smith, Dept. 208. Chief Organizer, T. Halliday, Dept. 216.

Classes of from four to five are taken as many nights a week as they wish to go, and each night under a different captain, who gives the girls instructions and watches them. A groom is always taken along with these classes. Members that have done considerable riding are allowed to go out alone, but at their own risk.

Our Ladies' Swimming Club was organized in August, 1930. They swim at the Y.W.C.A. new tank once a week. The membership fluctuates according to seasons, being as high as 220. Much credit is due Mrs. Tustin, 229 Dept., for her work in connection with the club. The last session finished December 9th, but we are planning to continue after the holiday, probably Wednesday, January 13th. Watch Time Office notices for more particulars.

The executive as follows: President, Mrs. Tustin, Dept. 229; vice-president, Rose Hollins, Dept. 100; secretary-treasurer, Florence Musgrove, Dept. 100; committee, Edith Cropp, Dept. 236WR, and Hilda Tustin, Dept. 212.

Our Ladies' Hockey Team, consisting of: Goodie Goodman, Babe Goodman, Olive Torrance, Florence Musgrove, Sig. Breckman, Maria Breckman, Marjorie Glenn, May Manson, Ruby Hamilton and Edith Cropp, have started practicing at the Amphitheatre. We will hear more about this team in our next edition.

## *Printing Plant Golf Competition*

Our Printing Plant Club was formed in 1923 with a membership of 22. Since that year, nine annual tournaments have been held, with the membership increasing to 37.

This year's competition was another successful event, with L. Wimble (net

71) taking first prize, A. Ferguson (net 74) second, and George Leslie (net 76) third. Other winners were: A. Clay, net 76; H. Chatterson, 76; G. Grant, 76; J. Julius, 77.

During 1926, when EATON'S built a new Printing Plant on Alexander Avenue, it started the Printers thinking of a place for their sporting activities. Archie Ferguson and Harry Chatterson, two well-known athletes, introduced a new game to the Printers—volleyball—and they took to it like a duck to water. They had ground loaned them by the city and materials by the Store. The boys dug in and did their own work on this volleyball court. We have a nine-team league, the largest volleyball league operating in the province. Teams are invited down during the year, including the best in the province.

The Printers have travelled on two or three occasions, including a three-day jaunt to Brandon. We played and took two out of three from the Y.M.C.A. team, Winnipeg, Western Canada champions, at Winnipeg Beach Hotel resort in August, 1931. There has been as high as 75 men playing the grand game. The Printers are so husky they play outdoors all the year round. It is never too cold or rough to play volleyball.

## *Eaton Golf Club*

The EATON Golf organization was formed ten years ago, by a few of the so-called "sports" of the day, and has since grown until it boasts of the largest membership of the athletic organization, and is also the only section that can throw out its chest and say it has all the "crowned heads" of the Store listed on its membership lists.

The game of golf, as many of you may not know, was invented away back in the "stone age" by A. C. Mitchell's great-great grandfather, and has since that time been a little modified until A. C. is now in a class by himself, being our only member able to play with the Prince of Wales (no, sir, he played with him, no caddying),



and the only hitch there seemed to be in this game was when the time came to pay the caddy (slow motion was then invented). Finally, A. C. got his hand out of his pocket first and squared up.

Joe Palmer, commonly known as "Joe," without any trimmings, is another famous exponent of the game, he having learned to play amongst the "marsh" hillocks, south of "Brum," and when he became proficient enough, decided he would try his luck in Canada. He has since proven that he took his lesson seriously, until now he is able to take on all comers at any time, "color not barred."

As time and space is valuable and limited in the first issue of the paper, we will have more to say in the next issue, but before we close off, we might add that we enjoyed the most successful season in 1931 that we have yet had.

The executive for 1931 was as follows:

Honorary President .....	Mr. R. Y. Eaton.
Honorary Vice-Presidents....	Mr. H. M. Tucker.
	Mr. S. Wilson.
President .....	Mr. W. B. Pickard.
Vice-President .....	Mr. F. Fenwick.
Secy.-Treasurer .....	Mr. A. S. Carter.

## COMMITTEE

Mr. J. Palmer.	Mr. E. Martin.
Mr. A. C. Mitchell.	Mr. W. Houston.
Mr. J. Bloomer.	Mr. L. Wimble.
Mr. H. McAllister.	Mr. P. Longstaffe.
Mr. C. Botting.	Mr. E. H. Owen.

## Mixed Five-Pin League

Five-Pin Ladies' Bowling League was organized in 1922, by Mrs. Smallwood, Dept. 100, and Mr. Jack Scott, Garage. This league eventually developed into the present Mixed Five-Pin League, which is composed of 16 teams who bowl every Tuesday evening at 7 p.m. at the Bowladrome, when we are always glad to have our friends see us "roll them."

On December 1st we held our annual Turkey Bowl. We were delighted with a visit from Mr. John E. Robertson. We think he enjoyed it. Come again, Mr. Robertson.

Mr. Bill Curry is this year's president, and Bill knows how to do things right. He planned a big surprise and did not let the ladies into his secret. On Tuesday evening, Dec. 15th, the last night to bowl before Christmas and also when we roll the final games of the first series, we had a real Whoopee Night, the unexpectedness of which made it a real joyous surprise. We were greeted with fancy paper hats, noisemakers, chocolates and favors for the ladies. It was an evening of fun, shouts of encouragement, good-natured kidding of opponents, 'n' ever'thing. Mr. Scrivener paid us a visit, which was very much appreciated, and he seemed to thoroughly enjoy the occasion.

This year's executive is:

Mr. W. Curry, President.....	Dept. 167
Mrs. Smallwood, Sec.-Treasurer.....	" 100
Mr. N. McDonald, Asst. Secretary.....	" 214

They are to be highly complimented on the smooth running of the league.

Turkey shoot prize winners:

Miss Fairly.	Mr. J. Merritt.
Miss Morris.	Mr. Clarke.
Miss Pellor.	Mr. Montford.
Miss Nyberg.	Mr. F. Johnson.

Team standings as follows:

DIVISION "A"			
	Won	Lost	
Lucky Strikes .....	26	16	
Ramblers.....	23	19	
Dubs .....	23	19	
Snappies .....	22	20	
Scotias .....	20	22	
Headpins .....	19	23	
Wampas .....	19	23	
Ringers .....	16	26	
DIVISION "B"			
	Won	Lost	
Printers .....	31	11	
Set Ups.....	25	14	
Troubadours .....	22	20	
Olympics .....	21	21	
Washouts .....	20	22	
Dandies .....	18	24	
Heathers .....	15	24	
Tornadoes .....	14	28	

## Bouquet Department 212 Entry

Miss L'Anna Fisher, of Department 212, has been commended to the management by a customer who spoke in glowing terms of her wide knowledge of books—current literature, classics, books of finance, sport, and indeed any of the specialized subjects on which books are published.